

Protects the longevity of all our
smoothing treatments.

KERATINCOMPLEX®

Beautiful hair every day

Keratin Care

Smoothing Shampoo & Conditioner

This exclusive frizz-fighting shampoo gently cleanses and helps restore strength and shine in all hair types.

This frizz-fighting conditioner locks in moisture and enhances softness, smoothness and shine in all hair types.

Why we love it:

- Keratin, wheat and soy proteins soften and condition
- Helps restore resilience, smoothness and shine
- A blend of humectants helps restore the hair's moisture, body and smoothness
- Silky formula helps detangle the hair for easy combing and styling
- Leaves the hair shiny, glossy and more manageable
- Helps maintain the results of Keratin Complex smoothing treatments
- No added sodium chloride



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#1 selling Shampoo & Conditioner!

KERATINCOMPLEX®

Beautiful hair every day

#1
best seller

**KERATIN
COMPLEX®**

Color Care Smoothing Shampoo

This color-safe shampoo gently cleanses while minimizing frizz and flyaways for healthy-looking, smooth and shiny hair.

champú suavizante
13.5 fl. oz. / 400 ml

**KERATIN
COMPLEX®**

Color Care Smoothing Conditioner

This color-safe conditioner is formulated to provide essential moisture while smoothing, softening and protecting color-treated hair.

acondicionador suavizante
13.5 fl. oz. / 400 ml

Color Care

Smoothing Shampoo & Conditioner

This color-safe shampoo gently cleanses while minimizing frizz and flyaways for healthy-looking, smooth and shiny hair.

This color-safe conditioner is formulated to provide essential moisture while smoothing, softening and protecting color-treated hair.

Why we love it:

- Gently cleanses without removing color or causing dryness
- Pro Vitamin B5 conditions for optimal smoothness, body and shine
- Keratin, wheat and soy proteins help retain moisture for healthier-looking hair
- Protein blend conditions while minimizing frizz and flyaways for healthy looking, smooth and shiny hair
- Helps maintain the results of Keratin Complex smoothing treatments
- No added sodium chloride or sulfate

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Eliminates brassy tones for brighter, more vibrant color.

KERATINCOMPLEX®

Beautiful hair every day

Blondeshell®

Debrass Shampoo & Conditioner

This lavender shampoo eliminates brassy tones for brighter, more vibrant color. For all shades.

This lavender conditioner moisturizes the hair while adding incredible shine and smoothness. For all shades.

Why we love it:

- Keratin amino acids work to condition and protect fragile, over-processed and damaged hair
- Lavender oil encourages the growth of healthy hair
- Blend of wheat and oat proteins increases hair's resilience heat styling, sun damage and daily aggressors
- Fade-fighting complex with chamomile helps to neutralize brassy hair and enhance the cool tones of blonde, gray and silver hair
- Blend of keratin and amino acids help to improve the hair's strength and resilience
- Avocado oil delivers essential vitamins and nutrients to boost hair health
- Helps maintain the results of Keratin Complex smoothing treatments
- No added sodium chloride or sulfates

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Unlike most color protecting shampoos;
this one is very light.

KERATINCOMPLEX®

Beautiful hair every day

Timeless Color®

Fade-Defy Shampoo & Conditioner

This color-protecting shampoo defends against fading and delivers long-lasting vibrancy. No added sodium chloride, sulfates and parabens. Suitable for every hair color.

This color-protecting conditioner hydrates and maintains shine and brilliance. Suitable for every hair color.

**KERATIN
COMPLEX®**

Timeless Color Fade-Defy Shampoo

This color-protecting shampoo defends against fading and delivers long-lasting vibrancy. No added sodium chloride, sulfates or parabens.

champú antidecoloración

13.5 fl. oz. / 400 ml

**KERATIN
COMPLEX®**

Timeless Color Fade-Defy Conditioner

This color-protecting conditioner hydrates and maintains shine and brilliance. For all hair color.

acondicionador antidecoloración

13.5 fl. oz. / 400 ml

Why we love it:

- Weightlessly shields the hair to preserve color longevity
- Unique PolyQ Complex forms an invisible barrier that protects against fading and defends the hair from environmental aggressors
- Pro Vitamin B5 conditions for optimal smoothness, body and shine
- UV absorbers protect color from the dulling effects of the sun
- Keratin conditions the hair while reinforcing its natural protective barrier against color loss
- Wheat and oat proteins impart a radiant, shiny finish
- Helps maintain the results of Keratin Complex smoothing treatments
- No added sodium chloride or sulfates

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Lightweight, volume boosting duo with moisturizing benefits.

KERATIN COMPLEX®

Beautiful hair every day

Keratin Volume

Amplifying Shampoo & Conditioner

This lightweight, amplifying shampoo gently cleanses and eliminates frizz while creating body and fullness. Contains no added sodium chloride, sulfates or parabens. Ideal for fine hair and suitable for all hair types.

This lightweight, amplifying conditioner creates body and fullness while adding softness and shine. Ideal for fine hair and suitable for all hair types.

Why we love it:

- Signature Keratin protects, smooths and strengthens the hair
- Hydrolyzed collagen prevents damage and repairs breakage in hair follicles
- A blend of coconut oil, avocado oil and sweet almond oil moisturizes the scalp
- Shea butter hydrates for a soft and silky finish
- Pro Vitamin B5 conditions for optimal smoothness, body and shine.
- Uniquely balanced, lightweight formula retains moisture while providing body and fullness
- Formulated without sodium chloride to protect the longevity of Keratin Complex smoothing treatments
- Helps maintaining the results of Keratin Complex smoothing treatments.
- No added sodium chloride or sulfates

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Vanilla infused and has a blend of botanical extracts that promotes healthy hair and scalp.

KERATINCOMPLEX®

Beautiful hair every day

Vanilla Bean

Deep Conditioner

A vanilla-infused conditioning treatment that creates an indulgent aromatherapy experience while moisturizing the hair.

**KERATIN
COMPLEX®**

Vanilla Bean

Deep Conditioner

A vanilla-infused conditioning treatment that creates an indulgent aromatherapy experience while moisturizing the hair.

condicionador profundo

7 fl. oz. / 207 ml

Why we love it:

- Vanilla fruit extract conditions and smooths
- Jojoba oil conditions, providing much-needed moisture
- Keratin, wheat and soy proteins restore moisture and shine to improve the hair's overall look and feel
- Blend of botanical extracts nourishes to promote healthy hair and scalp

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A Semi-Permanent smoothing treatment.

KERATINCOMPLEX®

Beautiful hair every day

Infusion Keratin Replenisher

A powerful blow-dry cream that dramatically cuts blow-dry time, while fighting frizz and replenishing moisture and shine.



Why we love it:

- Lightweight, moisture-rich hairstyling cream hydrates and smooths the hair during daily blow-drying and heat styling
- Cuts blow-dry time, making hair easier to style
- Powered by our signature keratin to fight frizz and help keep hair smoother, longer
- Ultra-conditioning formula for shiny hair
- Soy protein helps lock out humidity for added frizz control
- Hydrolyzed wheat protein strengthens the hair and provides heat-styling protection
- Rosemary leaf extract conditions and calms frizz
- Coneflower extract moisturizes and soothes
- Helps revitalize hair and maintain the results of Keratin Complex smoothing treatments

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Is a primer and anti-aging
hair rejuvenator!

KERATINCOMPLEX®

Beautiful hair every day

Kerabalm

3-In-1 Hair Balm

A first-of-its-kind BB cream for hair that instantly primes, protects and perfects the hair.

Why we love it:

- Smooths in the cuticle to create a perfect canvas for styling
- Creates a weightless protective barrier around the hair shaft to repel humidity and reduce frizz all day
- Signature Keratin helps reduce breakage
- Apple stem cell extract rejuvenates and renews to deliver shinier, more youthful-looking hair
- Lightweight, hydrating formula extends the life of smooth, curly and voluminous styles
- Argan oil restores shine, softness and manageability
- Helps maintain the results of Keratin Complex smoothing treatments

**KERATIN
COMPLEX**

KeraBalm

3-in-1 Hair Balm

This innovative balm fights frizz and flyaways, extends style longevity and helps repair breakage.

bálsamo para el cabello 3 en 1

1.7 fl. oz. / 50 ml

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Simply the ULTIMATE split end remedy!

KERATINCOMPLEX®

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Intense RX®

Repair Serum

This intense reparative serum improves the hair's strength and resilience while reducing breakage and split ends. Safe for color-treated hair and perfect for all hair types. Contains no added sulfates or parabens.

Why we love it:

- Signature Keratin immediately repairs damage by sealing and smoothing the cuticle for healthy, frizz-free results
- Reinforces the hair's structural proteins and amino acids in order to naturally increase hair's strength and elasticity after just one use
- Reconstructs frayed cuticles and brittle ends by reinforcing broken keratin protein within the hair's core
- Lightweight formula that eliminates frizz and tames flyaways by softening the hair and locking in moisture
- Arnica Montana flower water delivers a radiant, brilliant shine to the hair
- Detangles and conditions hair improving wet and dry styling
- Improves the effects of damage from hair coloring and heat styling
- Can be combined with Infusion Keratin Replenisher to get the perfect Red Carpet Blow-Dry



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This is your
"one and done" spray.



KERATINCOMPLEX®

Beautiful hair every day

Keratin Obsessed™

Multi-Benefit Treatment Spray

Keratin Complex®, the leader in the smoothing industry, has unveiled its latest transformative innovation—Keratin Obsessed. This lightweight, all-in-one leave-in spray is bursting with keratin and is packed with 30 nourishing benefits that deliver healthier, stronger, more vibrant hair, instantly! One try. That's all it takes to be Keratin Obsessed.

Why we love it:

- Eliminates frizz
- Strengthens and repairs damage
- Formulated with keratin, hydrolyzed silk amino acids and coconut oil to nourish and moisturize
- Softens the hair and leaves it feeling like silk
- Increases manageability and dramatically cuts down blow-dry time
- Intensifies color vibrancy
- Fights against color fade
- Adds luminous shine and luster
- Helps prevent breakage from brushing and combing
- Lightweight results
- Paraben-free and safe for color-treated hair
- And so much more...

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This multi-use lightweight heat-protecting spray is the Step 2 of the KCSMOOTH™ treatment and essential client aftercare for the service.

KERATINCOMPLEX®

Beautiful hair every day

KCSMOOTH™

Restorative Leave-In Lotion

This lightweight heat-protecting spray lotion instantly conditions, smooths and delivers a fast, easy blowout with silky, shiny results.

Why we love it:

- An essential part of the KCSMOOTH aftercare regimen to maintain longevity and effectiveness of the treatment
- Packed with a blend of keratin and extracts to increase the moisture content of the hair, restoring luster and body while increasing manageability
- Contains our newest blend of Signature Keratin that prevents damage and increases strength
- Preps and conditions the hair for speedy, polished blowouts
- Provides heat and UV protection
- Detangles and makes both wet and dry combing easier
- Delivers incredible shine with a soft, silky feel



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Powerful color enhancing spray and essential aftercare for KCMAX™ treatment.

KERATINCOMPLEX®

Beautiful hair every day

NEW LOOK
SAME FABULOUS
FORMULA!



KCMAX™

Daily Treatment Spray

This lightweight daily treatment spray eliminates frizz while making blow-drying and styling time faster and easier with silky, smooth and shiny results.

Why we love it:

- An essential part of the KCMAX aftercare regimen to maintain longevity and effectiveness of the treatment
- Color-enhancing spray
- Lightweight results
- Formulated with proprietary keratin technology for stronger, healthier hair
- Eliminates frizz
- Delivers continuous shine and silky softness
- Dramatically increases the strength of damaged hair
- Conditions and moisturizes
- Safe for color-treated hair
- Perfect for all hair types
- No added parabens

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A lavender purple pigmented hydrating masque that eliminates brassy tones.

KERATINCOMPLEX®

Beautiful hair every day



**KERATIN
COMPLEX®**

Blondeshell®

Debrass Masque

This purple hydrating masque eliminates brassy tones, while enhancing all shades.

mascarilla correctora de tono

7 fl. oz. / 207 ml

Blondeshell®

Debrass Masque

This lavender hydrating masque eliminates brassy tones, while enhancing all shades. For all hair types, including dry, damaged, or keratin-treated hair.

Why we love it:

- Signature keratin replenishes essential proteins within the hair to build hair's resilience and elasticity
- Lavender formula that will neutralize brassiness in all shades for an instant transformation
- Use masque weekly for hydration and damage repair
- Increases hair's overall strength
- Shea butter nourishes and retains moisture in the hair
- Blend of antioxidants, oils and extracts protects and repairs weak, fragile and compromised hair through a variety of conditioning agents
- No added sulfates or parabens and safe for color-treated hair

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This is a bond sealing
strengthening masque.

KERATINCOMPLEX®

Beautiful hair every day



PicturePerfect Hair™

Bond Sealing Masque

A deep-conditioning bond-sealing masque that blends keratin, botanicals and strengthening actives to leave hair nourished with a visibly smooth, shiny finish.

Why we love it:

- Powered by PhytoFruit Blend™, a combination of strengthening actives, botanicals and moisturizing butters that helps preserve the hair fibers' mechanical strength.
- Penetrates the cuticle and seals the bonds of the hair to help retain moisture
- Makes hair less susceptible to environmental stress
- An essential part of the PBO aftercare regimen to maintain longevity and effectiveness of the treatment
- Final step in the PBO smoothing treatment
- Can be used alone as a strengthening masque

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One formula, four unique services.

KERATINCOMPLEX®

Beautiful hair every day



Vitalshot®

Bond Rebuilder

Vitalshot is a bond rebuilder that repairs and rebuilds the hair's inner bonds in just one step. Formulated with our multi-patented, triple-layer repair technology, Vitalshot strengthens hair from the inside out to help reverse long-term damage. Hair is left silky soft with a shiny finish.

Why we love it:

- Can be used in all color and lightening services
- No interference with lightener
- No need to change color formulations
- No added processing time
- No coating on the hair
- Strengthens hair from the inside out

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Revolutionary ceramic + tourmaline far-infrared heat quickly breaks down water molecules to dry hair up to 50% faster.

KERATINCOMPLEX®

Beautiful hair every day



HydraDry

Dual Ion + Ceramic Professional Smoothing Dryer

A lightweight, professional-grade dryer with innovative technology incorporates the highest quality materials for beautiful hair expression and faster, frizz-free sleek results.

Why we love it:

- Revolutionary ceramic + tourmaline far-infrared heat quickly breaks down water molecules to dry hair up to 50% faster
- Dual-ionic function features a positive ion generator (green light) that seals the cuticle to deliver a smooth, shiny finish.
- Two speeds, three temperatures and a cold-shot button allow for complete control and customization.
- Three attachments deliver the ultimate in versatile styling
- Concentrator nozzle directs ionic airflow for precise results.
- Attachment comb smoothes unruly hair and straightens curly hair.
- Diffuser attachment delivers defined texture without frizz.
- Unique locking system allows attachments to instantly lock into place with one click.

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It straightens, smooths and styles with ease, and features longer plates to style wide sections of hair, faster.

KERATINCOMPLEX®

Beautiful hair every day

Stealth V

Smoothing + Straightening Iron

This professional flat iron offers the latest in heat technology to instantly smooth away frizz without damaging the hair. The Stealth V iron is the perfect partner to Keratin Complex Smoothing treatments. It straightens, smooths and styles with ease, and features 10% longer plates to style wide sections of hair, faster and easier.

Why we love it:

- 1.25-inch non-stick TOURTANIUM™ plates combine the best of titanium, tourmaline and ceramic to smooth without damage
- Powerful ionic technology reduces frizz and flyaways, smooths the cuticle, enhances shine, helps preserve moisture loss and aids in treatment retention
- Advanced high definition heating delivers even, high heat
- Soft-touch ergonomic design and non-slip grip with 360-degree, 10-foot swivel cord allow for flexibility and ease of use
- Temperature memory automatically heats iron to last temperature
- Cool-touch technology provides maximum comfort during use
- Auto-shutoff after 60 minutes

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Includes three versatile attachments—1¾-inch cone barrel, ¾/1-inch reverse cone barrel, and 1¼-inch barrel with clip — to create endless styles.

KERATINCOMPLEX®

Beautiful hair every day

Transformer *Interchangeable Styling Rod*

A revolutionary heat-styling system with three barrels to create long-lasting, versatile texture with brilliant shine. This interchangeable styling rod creates countless looks, from traditional curls to textured waves.

Why we love it:

- Includes three versatile attachments—1¾-inch cone barrel, ¾/1-inch reverse cone barrel, and 1¼-inch barrel with clip—to create endless styles
- Revolutionary non-stick TOURTANIUM™ barrels combine the best of titanium, tourmaline and ceramic to deliver long-lasting waves and curls with twice the shine
- Secure PHANTOMlock™ barrel-locking system with easy release mechanism allows for instant swapping of hot barrels
- Advanced heating system enhances performance and improves heat distribution while automatically maintaining a consistent temperature of 410°F/210°C
- Includes heat-resistant silicone mat and insulated travel bag
- Ergonomic design with 360-degree, 8-foot swivel cord

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Keratin-Enhanced Color
FOR STRONGER, HEALTHIER HAIR



KERATINCOMPLEX®

Beautiful hair every day

KeraLuminous®

Permanent Hair Color

KeraLuminous Permanent Color is 100% oxidative color that delivers rich, vibrant and precise results.

Why we love it:

- Improves the overall integrity of the hair while delivering vibrant reds, rich brunettes, superior high-lift blondes and exceptional gray coverage
- Unique technology features a combination of Advanced Keratin and Ceramides that help reduce porosity for long-lasting, even color and increased strength
- Intense Neutral Series provides exceptional gray coverage and longevity
- Ultra-nourishing cream formula
- BotanicalPowerblend™ creates touchable hair that's softer, smoother, shinier and more youthful-looking
- Fully intermixable shades plus 000/Clear create an infinite array of vibrant color results

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KERATINCOMPLEX®

Beautiful hair every day

Keratin-Enhanced Color
FOR STRONGER, HEALTHIER HAIR



KeraBrilliance® *Demi-Permanent Hair Color*

KeraBrilliance Demi-Permanent Color delivers limitless color possibilities, maximum shine and brilliantly reflective results—all from an ammonia-free formula.

Why we love it:

- Advanced keratin and ceramide blend helps fortify from within, reduce porosity and smooth the cuticle
- BotanicalPowerblend™ moisturizes and nourishes as it helps restore strength to damaged hair
- Rich conditioning cream
- Concentrated Micronized Pigments enhance tones/control unwanted tones and provide up to 100% gray blending
- Unique formulation increases moisture retention, creating a touchable, soft, silky texture
- Brilliant, fully intermixable shades for endless color possibilities

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Keratin-Enhanced Color
FOR STRONGER, HEALTHIER HAIR



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GraffitiGlam™ *Intense Direct Pigments*

GraffitiGlam Semi-Permanent Color exemplifies glamorous and expressive hair color that's inspired by graffiti—a vibrant art form we can all admire.

Why we love it:

- A dynamic collection of 10 vibrant semi-permanent shades, plus 000/Clear designed to inspire every colorist to unleash their creativity
- Our Advanced Keratin and Ceramide blend strengthens and reduces porosity for enhanced color results
- A vivid moisturizing cream formula conditions the hair while infusing it with rich, intense color
- Vibrant, fully intermixable shades create a uniform canvas for bold, expressive colors or soft pastels
- 10 shades plus 000/Clear available in a convenient pre-packed kit

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KERATINCOMPLEX®

Beautiful hair every day

Keratin-Enhanced Color
FOR STRONGER, HEALTHIER HAIR



A Revolutionary, Keratin-Enhanced Color Line

Powered by our Advanced Keratin technology, Ceramides and BotanicalPowerblend™, our proprietary formula restores, strengthens and improves the overall integrity of the hair while delivering luminous reds, rich brunettes, superior high-lift blondes and exceptional gray coverage.

This classic, European collection includes KeraLuminous® Permanent Color, KeraBrilliance® Demi-Permanent Color and GraffitiGlam™ Semi-Permanent Color for healthy and beautiful hair color every day.

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